

## Canada's Chartered Accountants Launch New "Decisions Matter" Ad Campaign

**Toronto, January 9, 2009** – The Chartered Accountants of Canada are kicking off the New Year with a new multi-tiered brand advertising campaign that focuses on the critical decision-making role that CAs play within organizations.

**"Decisions Matter"** is a campaign designed to strengthen the CA profession's identity and expand the recognized benefits of CAs beyond their traditional expertise.

"As the world gets more complex and competitive, so does decision-making and the impact decisions have on organizations," said Kevin Dancey, FCA, President and CEO of the Canadian Institute of Chartered Accountants (CICA). "These new ads position CAs right where they belong — as the most valued professionals an organization can trust to help make decisions."

Each ad in the campaign first portrays a fantasy world where decisions are almost magically easy, thanks to various whimsical devices that remove the need for judgment, skill, integrity, knowledge or analytical ability. They capture how wonderful it would be if decisions really could be made this easily. The ads then switch to the real world, reminding audiences that CAs have the talent and integrity it takes to make the right decisions.

A dedicated website [www.decisionsmatter.ca](http://www.decisionsmatter.ca) provides tangible evidence that CAs add value by offering further information about the critical decision-making role that CAs play within organizations, highlighting their key attributes, and presenting profiles of leading CAs across the country.

The **"Decisions Matter"** campaign was created by DraftFCB. The ads are being placed where business people and decision makers will see them:

- 10 second and 30 second TV commercials
- business-relevant magazines like *Les Affaires* and the Canadian edition of *The Economist*;
- radio advertising in major markets on business-relevant programming;
- large boards at airport departure lounges in Toronto, Vancouver, Montreal, Calgary and Halifax;
- targeted online advertising on business-relevant websites, including *Report on Business* ([www.reportonbusiness.com](http://www.reportonbusiness.com)) and *La Presse Affaires* ([www.lapresseaffaires.com](http://www.lapresseaffaires.com)).

"The new campaign shows that CAs appreciate the importance of decisions as well as the weight of responsibility that comes with making them," said Daniel McMahon, FCA, Chair, CA Branding Committee and President and CEO of the Ordre des comptables agréés du Québec. "The ads reinforce the fact that CAs possess talent, integrity and expertise that set them apart from other designations."

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Full details about the current campaign are available at [www.decisionsmatter.ca](http://www.decisionsmatter.ca) and [www.savoirdecider.ca](http://www.savoirdecider.ca).

**The Canadian Institute of Chartered Accountants (CICA)**, together with the provincial, territorial and Bermuda Institutes/Ordre of Chartered Accountants, represents a membership of approximately 74,000 CAs and 10,000 students in Canada and Bermuda. The CICA conducts research into current business issues and supports the setting of accounting, auditing and assurance standards for business, not-for-profit organizations and government. It issues guidance on control and governance, publishes professional literature, develops continuing education programs and represents the CA profession nationally and internationally. CICA is a founding member of the International Federation of Accountants (IFAC) and the Global Accounting Alliance (GAA).

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